WE CLAIM:

1.   A method of online advertising comprising:

Receiving at least one generic ad request for a generic advertiser;

Providing geo-target availability based on a number of requested impressions for the generic ad request and a web site designation for the generic ad request;

Receiving geographically targeted ad requests including target information from one or more child advertisers at an ad server node;

Determining a media buy output based on the received geographically targeted ad requests and the generic ad request.

2.   The method of claim 1 wherein the geo-target availability is based on historical statistical data.

3.   The method of claim 1 wherein the generic advertiser is a national-level political group and the child advertisers are individual campaigns run under that national-level political group.

4.   The method of claim 1 wherein the generic advertiser is a national-level franchise and the child advertisers are franchisees of the national-level franchise.

5.   The method of claim 1 wherein the ad server node is a targeted ad wrapper system.

6.   The method of claim 1 wherein the target information comprises information selected from the group consisting of: time, demographics, geography, area of influence, and a combination thereof.

7.   A method of operating an online target advertising system, the method comprising:

Providing a generic ad run;

5   Providing availability information relating to the generic ad run;

Receiving target ad run input from an advertiser corresponding to the availability information at an ad server node, the target ad input including target information;

Determining a generic ad or target ad to be served based on the target

10   information while the generic ad run is in effect.

8.   The method of claim 7 wherein the availability information is based on historical statistical data.

15   9.   The method of claim 7 wherein the generic ad run is provided by a parent advertiser and the availability information is provided only to child advertisers.

10.   The method of claim 9 wherein the parent advertiser is a national-level political group and the child advertisers are individual campaigns run under that national-

20   level political group.

11.   The method of claim 7 wherein the generic advertiser is a national-level franchise and the child advertisers are franchisees of the national-level franchise.

25   12.   The method of claim 7 wherein the ad server node is a targeted ad wrapper system

13.   The method of claim 7 wherein the target information comprises information selected from the group consisting of: time, demographics, geography, area of influence, and a combination thereof.

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14.   A method of operating an online target advertising system, the method comprising:

Providing a page specific invitation to advertise link on a web page associated with its identifying universal resource identifier (URI);

10   Receiving a request to advertise via the link at an ad server;

Displaying an advertisement in an advertisement space on successive web pages having the identified URI, based on the request.

15.   The method of claim 14 wherein the price to occupy the advertisement

15   space is determined in an ongoing auction.

16.   The method of claim 14 further comprising collecting profile information based on the request to advertise.

20   17.   The method of claim 14 wherein the profile information includes the identifying URI and the scanned contents of the web page having the identified URI.

18.   The method of claim 14 further comprising providing a suggested URI based on the profile information.

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19.   The method of claim 14 wherein the ad server is a right of first refusal ad server.

20.   The method of claim 14 wherein the advertisement displayed is selected

30   from a targeted ad wrapper.